Cory Poon

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EDUCATION

University of California, Los Angeles (UCLA)   Los Angeles, CA
B.S. Cognitive Science w/ Computer Science Specialization   December 2025
Digital Humanities & Ethnomusicology Minor (GPA: 3.85)

EXPERIENCE

Product Designer | **VALORANT Banners E-Commerce**   December 2020 - Present
- Built scalable e-commerce visual design supporting purchase flows for **40,000 users** and **2,850 buyers**
- Drove **383% revenue growth ($72K)** and drove **450% purchase conversion** through UX optimization
- Analyzed checkout flows with **200+ users** and automated operations workflows across **6 external vendors**
- Optimized end-to-end purchase flows, resulting in a **17% increase** in customer return rate and a **56% reduction** in purchase time by analyzing behavioral data from **200+ checkout flow tests**.
- Utilized vibe-coding and n8n automation to increase design efficiency, cutting repetitive tasks by **120%**

Product Designer | **UCLA Herb Alpert School of Music**   June 2024 - May 2025
- Increased ensemble membership by **240%** through improved discovery and onboarding pathways
- Led full website redesign, improving navigation clarity and hierarchy that directly affected **160 members** and **5 stakeholders**, leveraging synthesized insights from **30+ interviews**
- Collaborated with 4 designers and 3 engineers to build and launch the website editing dashboard

Product Design Intern | **Neoboard Educational Technology**   May 2024 - September 2024
- Led end-to-end UX and delivery of a student–teacher communication **SaaS dashboard**, designing and shipping an anonymous Q&A portal that enabled clearer, more effective student–instructor communication
- **Shipped production-ready designs** that increased "questions-asked" per lecture by **70%** and overall participation by **25%**, with designs and flows adopted directly by 3 engineers
- **Analyzed 15 user interviews** to validate UX direction and influence product decisions

Social Media Content Creator | **TikTok, YouTube, Twitch, & Instagram**   July 2020 - September 2024
- Built repeatable systems via experiments, **growing 200K+ followers and 35M views** cross-platform
- Used analytics and rapid tests to improve retention, engagement, and creative workflow efficiency
- Chosen by Riot Games as **1 of 30** creators worldwide for A25 Summit for reach and impact at scale

PROJECTS

Product Designer & UX Researcher | **EvacLink Evacuation Platform**   April 2025 - June 2025
- Won **1st Place at Innovate@UCLA** for a 0 to 1 evacuation platform recognized for societal impact
- Owned MVP design across **7 core flows & 100+ screens**, translating emergency workflows into WCAG UI
- Led usability testing with **10 users**, reducing time to connect users with evacuation volunteers by **30%**

Product Designer & Manager | **Presto AI-Powered Music Rehearsal App**   March 2025 - June 2025
- Owned product strategy and interaction design for an AI-powered music rehearsal platform from concept
- Designed modular rehearsal workflows reducing app-switching **90%** and boosting efficiency **140%**
- Validated designs with **15 musicians** across **4 rehearsals**, improving sync and reducing downtime

SKILLS

Languages: Fluent in English, Cantonese Chinese, and Mandarin Chinese
Tools: Figma (incl. Figma Make), Adobe Creative Suite (Photoshop, Premiere Pro), Procreate, Maze, Useberry, Notion, Tableau, Excel, HTML/CSS, JavaScript, Python, R, MATLAB, Java, C++, Workflow Automation (n8n)
Skills: Product Design, UX Research, Interaction Design, Design Systems, Prototyping, Accessibility (WCAG), Usability Testing, Information Architecture, Research Synthesis, User Testing, Product Strategy, SaaS Products